



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

THIRD QUARTER
2005 VOLUME XIII

A Digest of Statistical Information on the Nevada Tourism Industry



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**NEVADA
COMMISSION
ON TOURISM**

Visitor Volume

The number of visitors to Nevada.

MONTH	2003	2004	PERCENT CHANGE
October	4,230,163	4,460,877	5.5%
November	3,810,779	3,852,131	1.1%
December	3,694,924	3,807,705	3.1%

MONTH	2004	2005	PERCENT CHANGE
January	4,084,046	4,027,885	(1.4%)
February	3,969,395	3,954,665	(0.4%)
March	4,505,005	4,567,518	1.4%
April	4,392,480	4,376,318	(0.4%)
May	4,382,698	4,424,182	0.9%
June	4,128,505	4,317,960	4.6%
July	4,384,400	4,546,888	3.7%
August	4,346,794	4,359,870	0.3%
September	4,235,420	4,248,661	0.3%
TOTAL	50,164,608	50,944,660	1.6%

Third Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	9,500,842	9,813,911	3.3%
Laughlin	1,021,957	988,598	(3.3%)
Mesquite	436,578	358,600	(17.9%)
Washoe County	1,389,779	1,367,861	(1.6%)
All other counties	617,458	626,449	1.5%
TOTAL (State)	12,966,614	13,155,419	1.5%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2003	2004	PERCENT CHANGE
October	620,304	682,418	10.0%
November	561,819	548,343	(2.4%)
December	177,543	189,436	6.7%

MONTH	2004	2005	PERCENT CHANGE
January	874,521	998,806	14.2%
February	911,438*	584,189	(35.9%)
March	702,567	788,753	12.3%
April	527,869	608,714	15.3%
May	566,569	737,075	30.1%
June	387,915	507,964	30.9%
July	316,594	423,653	33.8%
August	391,694	442,900	13.1%
September	580,883	642,710	10.6%
TOTAL	6,619,716	7,154,961	8.1%

Third Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	1,113,447	1,322,582	18.8%
Laughlin	35,094	40,210	14.6%
Washoe County	69,534	50,187	(27.8%)
All other counties	71,096	96,284	35.4%
TOTAL (State)	1,289,171	1,509,263	17.1%

*ABC took place in February 2004 in Reno.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2003	2004	NET CHANGE
October	83.3%	88.0%	4.7
November	76.3%	78.2%	1.9
December	71.3%	72.9%	1.6

MONTH	2004	2005	NET CHANGE
January	78.6%	77.3%	(1.3)
February	82.4%	84.8%	2.4
March	88.1%	89.6%	1.5
April	88.8%	86.9%	(1.9)
May	86.0%	85.7%	(0.3)
June	84.9%	87.6%	2.7
July	86.5%	88.5%	2.0
August	86.4%	85.1%	(1.3)
September	86.8%	84.9%	(1.9)
MONTHLY AVG	83.3%	84.1%	0.8

Third Quarter 2005 Area Highlights

AREA	2004	2005	NET CHANGE
Clark County:			
Las Vegas	90.0%	89.5%	(0.5)
Laughlin	80.9%	79.8%	(1.1)
Mesquite	85.5%	74.8%	(10.7)
Lake Tahoe*	91.0%	90.6%	(0.4)
Washoe County	75.3%	77.2%	1.9
All other counties	72.6%	71.3%	(1.3)
QUARTER AVG (State)	85.6%	85.3%	(0.3)

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2003	2004	PERCENT CHANGE
October	4,555,030	4,811,252	5.6%
November	4,050,363	4,130,573	2.0%
December	3,939,983	4,055,992	2.9%

MONTH	2004	2005	PERCENT CHANGE
January	4,325,333	4,280,321	(1.0%)
February	4,230,753	4,237,962	0.2%
March	4,841,883	4,960,216	2.4%
April	4,719,360	4,721,842	0.1%
May	4,721,077	4,813,848	2.0%
June	4,500,204	4,735,823	5.2%
July	4,730,484	4,936,516	4.4%
August	4,717,465	4,769,330	1.1%
September	4,596,737	4,612,381	0.3%
TOTAL	53,928,673	55,066,054	2.1%

Third Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	10,669,721	10,980,358	2.9%
Laughlin	799,204	788,891	(1.3%)
Mesquite	227,889	184,208	(19.2%)
Lake Tahoe*	198,684	198,582	(0.1%)
Washoe County	1,377,055	1,383,928	0.5%
All other counties	772,133	782,259	1.3%
TOTAL (State)	14,044,686	14,318,226	1.9%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2003	2004	PERCENT CHANGE
October	176,480	176,439	0.0%
November	177,044	176,165	(0.5%)
December	178,207	179,412	0.7%

MONTH	2004	2005	PERCENT CHANGE
January	177,457	178,553	0.6%
February	176,994	178,432	0.8%
March	177,196	178,586	0.8%
April	177,136	181,082	2.2%
May	177,184	181,139	2.2%
June	176,659	180,217	2.0%
July	176,364	179,843	2.0%
August	176,212	180,691	2.5%
September	176,453	180,988	2.6%
END OF PERIOD	176,453	180,988	2.6%

Third Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	128,783	133,604	3.7%
Laughlin	10,743	10,743	0.0%
Mesquite	2,897	2,676	(7.6%)
Lake Tahoe*	2,374	2,382	0.3%
Washoe County	20,103	19,660	(2.2%)
All other counties	11,553	11,923	3.2%
END OF PERIOD (State)	176,453	180,988	2.6%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2005.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2003	2004	PERCENT CHANGE
October	\$1,126,403	\$1,181,212	4.9%
November	1,034,928	1,218,300	17.7%
December	1,136,821	1,447,651	27.3%

MONTH	2004	2005	PERCENT CHANGE
January	989,470	1,050,020	6.1%
February	835,355	927,621	11.1%
March	1,218,888	1,321,644	8.4%
April	1,172,335	1,310,701	11.8%
May	1,404,641	1,598,644	13.8%
June	1,302,444	1,498,341	15.0%
July	1,307,932	1,550,447	18.5%
August	1,093,275	1,370,468	25.4%
September	1,178,762	1,360,015	15.4%
TOTAL	\$13,801,254	\$15,835,065	14.7%

Third Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County	\$3,099,262	\$3,814,337	23.1%
Washoe County	305,445	291,415	(4.6%)
Douglas County*	71,745	61,281	(14.6%)
Elko County	38,845	44,641	14.9%
Carson City	15,801	16,515	4.5%
All other counties	48,871	52,741	7.9%
TOTAL (State)	\$3,579,969	\$4,280,930	19.6%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2003	2004	PERCENT CHANGE
October	\$819,547,000	\$924,863,000	12.9%
November	763,844,000	862,149,000	12.9%
December	767,570,000	852,477,000	11.1%

MONTH	2004	2005	PERCENT CHANGE
January	882,374,000	917,137,000	3.9%
February	876,541,000	909,547,000	3.8%
March	930,336,000	1,031,855,000	10.9%
April	827,541,000	878,217,000	6.1%
May	910,203,000	1,023,997,000	12.5%
June	854,291,000	954,218,000	11.7%
July	812,670,000	958,418,000	17.9%
August	905,082,000	989,038,000	9.3%
September	924,646,000	1,013,713,000	9.6%
TOTAL	\$10,274,645,000	\$11,315,629,000	10.1%

Third Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:	\$2,126,903,000	\$2,411,094,000	13.4%
Strip	1,283,056,000	1,511,366,000	17.8%
Downtown	163,758,000	157,048,000	(4.1%)
Laughlin	143,758,000	149,192,000	3.8%
Mesquite	29,367,000	33,081,000	12.6%
County balance	506,964,000	560,407,000	10.5%
Washoe County	279,758,000	297,402,000	6.3%
Lake Tahoe*	108,147,000	110,867,000	2.5%
Elko County	60,785,000	66,667,000	9.7%
Carson Valley Area	30,408,000	33,297,000	9.5%
All other counties	36,397,000	41,842,000	15.0%
TOTAL (State)	\$2,642,398,000	\$2,961,169,000	12.1%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2003	2004	PERCENT CHANGE
October	3,708,376	4,148,764	11.9%
November	3,402,428	3,843,258	13.0%
December	3,363,963	3,772,994	12.2%
MONTH	2004	2005	PERCENT CHANGE
January	3,415,339	3,714,276	8.8%
February	3,544,164	3,648,509	2.9%
March	4,190,826	4,499,942	7.4%
April	4,076,185	4,179,119	2.5%
May	4,082,333	4,403,670	7.9%
June	4,086,823	4,352,011	6.5%
July	4,257,745	4,580,194	7.6%
August	4,200,675	4,453,857	6.0%
September	3,892,548	4,155,265	6.8%
TOTAL	46,221,405	49,751,859	7.6%

Third Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,724,567	11,509,086	7.3%
Reno/Tahoe Int.	1,348,279	1,420,535	5.4%
North Las Vegas	175,650	169,204	(3.7%)
Laughlin/Bullhead Int.	48,174	33,841	(29.8%)
Elko Airport	34,444	42,470	23.3%
Henderson Exec. Airport	19,854	14,180	(28.6%)
TOTAL (State)	12,350,968	13,189,316	6.8%

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2003	2004	PERCENT CHANGE
October	2,447,412*†	2,103,318‡	(14.1%)
November	2,197,551*†	1,956,739‡	(11.0%)
December	2,316,728	2,029,800‡	(12.4%)

MONTH	2004	2005	PERCENT CHANGE
January	2,231,309	1,618,668‡	(27.5%)
February	2,218,828	1,742,027‡	(21.5%)
March	2,579,778	2,172,538‡	(15.8%)
April	2,453,796	2,068,600‡	(15.7%)
May	2,618,141	2,133,777‡	(18.5%)
June	2,761,906	2,179,454‡	(21.1%)
July	3,185,831	2,947,294‡	(7.5%)
August	3,201,062	2,846,506‡	(11.1%)
September	2,263,474‡	2,479,584	9.5%
TOTAL	30,475,816	26,278,305‡	(13.8%)

Third Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
I-15 at Primm/Jean	1,971,351	2,014,191	2.2%
I-15 at Mesquite	1,111,229	1,121,221	0.9%
I-80 at Verdi	1,611,024	1,611,649	0.0%
I-80 at Wells	156,786*	310,634	98.1%
All other entry points	3,799,977	3,215,689‡	(15.4%)
TOTAL (State)	8,650,367	8,273,384‡	(4.4%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to counter failure on Interstate 80 at Wells, the traffic totals for January and March through November 2003 do not contain any data.

†Due to road construction and counter failures, various other entry point traffic totals for January through November 2003 do not contain any data.

‡Due to road construction on Hwy 50 at South Lake Tahoe, the traffic totals for September 2004 through August 2005 do not contain any data.

*Due to road construction on Interstate 80 at Wells, the traffic totals for July and part of August 2004 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

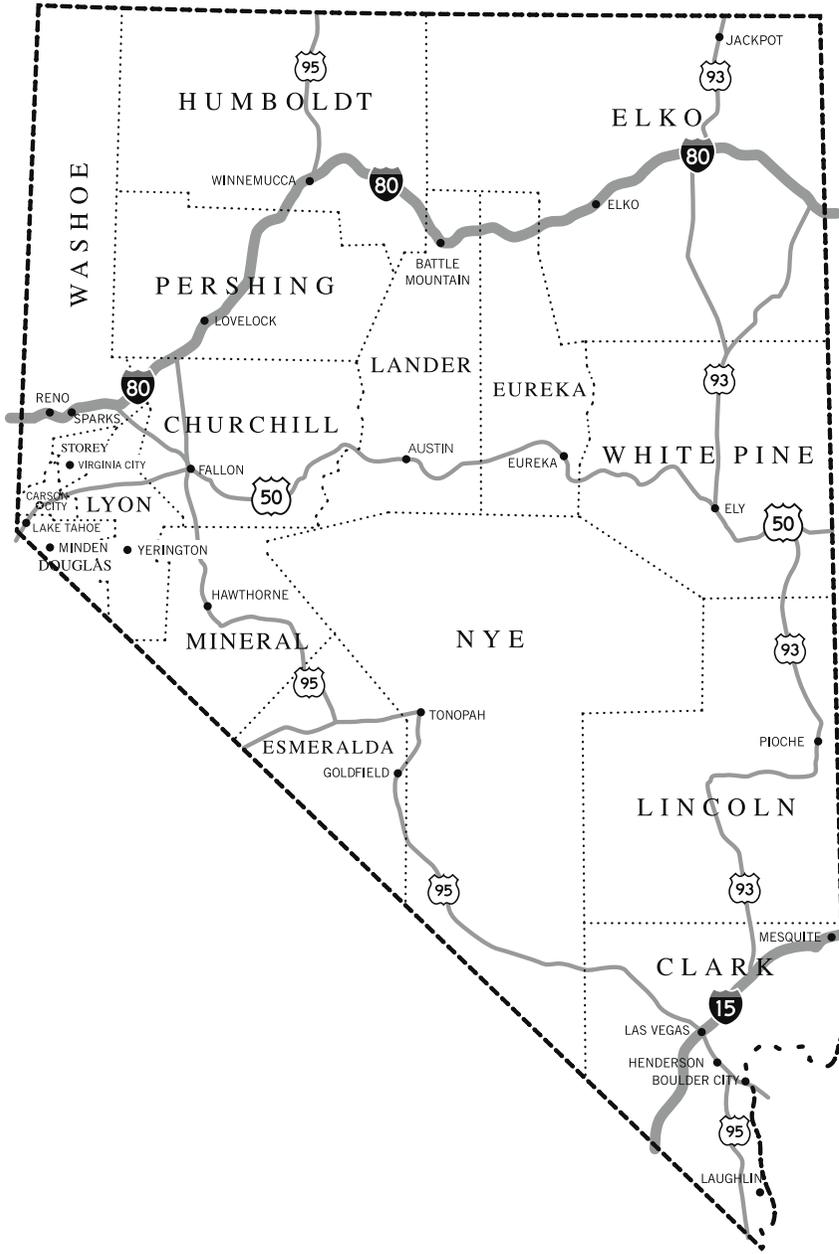
MONTH	2003	2004	PERCENT CHANGE
October	2,161,207	2,017,171	(6.7%)
November	1,356,823	1,247,592	(8.1%)
December	1,150,066	1,117,008	(2.9%)

MONTH	2004	2005	PERCENT CHANGE
January	1,244,715	1,044,820	(16.1%)
February	1,246,390	1,161,046	(6.8%)
March	1,933,480	1,927,955	(0.3%)
April	2,366,660	2,087,150	(11.8%)
May	2,613,466	2,523,846	(3.4%)
June	3,080,424	3,314,482	7.6%
July	3,391,647	3,441,792	1.5%
August	3,150,664	3,096,342	(1.7%)
September	2,706,339	2,495,570	(7.8%)
TOTAL	26,401,881	25,474,774	(3.5%)

Third Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Nevada State Parks	1,275,470	1,315,976	3.2%
Great Basin Nat. Park	38,637	39,031	1.0%
Lake Mead Nat. Rec. Area	2,496,180	2,320,869	(7.0%)
Hoover Dam Visitor Center	249,908	243,645	(2.5%)
Red Rock Canyon	126,804	123,795	(2.4%)
Grand Canyon Nat. Park	1,721,925	1,598,900	(7.1%)
Zion Nat. Park	1,004,720	992,556	(1.2%)
Bryce Canyon Nat. Park	657,387	653,794	(0.5%)
Death Valley Nat. Park	197,791	245,693	24.2%
Yosemite Nat. Park	1,479,828	1,499,445	1.3%
TOTAL (All Parks)	9,248,650	9,033,704	(2.3%)

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountynevadaeda.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtualtahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824
www.VisitLasVegas.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • www.state.nv.us/stparks/

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • www.gaming.state.nv.us/

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2005 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
www.tahoechamber.org

Tonopah Convention Center

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

